

ARTICLE 8 SIGN REGULATIONS

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SECTION 8.0 GENERAL STANDARDS

Any exterior sign or advertising device, or any permanent interior sign or advertising device situated, designed or intended to be viewed from the out of doors, which is hereafter erected or maintained shall, except as expressly provided, conform to the following restrictions. Any interior sign used only temporarily or not visible from the out of doors shall be exempt from the provisions of this section. No sign or advertising device shall, in any district:

8.00 Projecting Signs

8.000 Exceed 10 square feet in area.

8.001 If affixed to, suspended from, or incorporated as part of a building, project more than 36 inches from the building, except that such a sign may project up to 48 inches from the building provided it does not exceed 6 square feet in area.

8.002 If supported by or suspended from a pedestal or post, project more than 36 inches over or into any pedestrian way customarily used by the public, except that any such sign may project up to 48 inches over any such way provided it does not exceed 6 square feet in area.

8.003 Extend into a 24 inch setback from a vertical plane above the curb line of any adjacent street customarily used by the public.

8.01 Extend more than four feet above the eavesline or parapet of any building to which it is affixed.

8.02 Incorporate or be lighted by, flashing or blinking lights, or be designed to attract attention by a change in light intensity or direction, or by repeated mechanical or electrical motion. Fixed banners or electronic billboards using changeable lights to convey the time, temperature, or other public information shall be exempt from this prohibition.

8.03 If free standing, extend more than twelve feet above ground level.

8.04 Maximum Surface Area

8.040 No sign shall have a surface area greater than 80 square feet, except that this requirement may be modified under a Special Permit issued by the Special Permit Granting Authority authorized to act under the applicable section of the Bylaw. No sign receiving such a permit for a modification of total surface area shall exceed 125 square feet in area, except as may be permitted under the provisions of Section 8.4.

8.041 Maximum surface area for signs under this and following sections shall be calculated as follows:

- 1) The surface area of any sign, either freestanding or attached, shall be considered to be the full visual presentation of the sign's display, including all lettering, numerals, symbols, decorative borders, background surface, framing, or ornamental structure, whether open or enclosed.
- 2) The surface area of a sign shall not include the surface area of any incidental supporting poles, arms, structural framework, bracing, lighting fixtures, or any open areas contained within or framed by such incidental structures which are not an integral part of the design of the sign's display.

- 3) For a sign consisting of individual letters, numerals, designs, and symbols attached to or painted directly on the surface of a building, wall, window, awning, canopy or other approved surface with no other structure or background, the surface area of the sign shall be considered to be that of the smallest quadrangle which encompasses all of the letters, numerals, designs, colors and symbols constituting the sign's display.
- 4) For a sign with display areas or surfaces mounted on two surfaces of the same structure, or on parallel and back-to-back structures within 12" of one another, or where the interior angle formed by two display surfaces on a single structure is 60 degrees or less, the display area of a single side—the larger side when there is a difference—shall constitute the total surface area for the purposes of this Bylaw. Where the interior angle formed by the two display surfaces is greater than 60 degrees, the combined area of both display surfaces shall be considered one surface for the purpose of establishing maximum surface area.

SECTION 8.1 RESIDENTIAL DISTRICTS

In all Residence Districts, the following exterior signs are permitted on private property, and no others::

8.10 Numbers of Signs and Dimensions

8.100 In the case of a dwelling or use accessory thereto – one (1) sign not over two (2) square feet in area for each household residing on the premises, not to exceed a total of eight (8) square feet in area, indicating the address and/or names of the owners or occupants and one (1) sign not over eight square feet in area pertaining to the accessory use.

8.101 In the case of a permitted or authorized use other than a dwelling or use accessory thereto, or in the case of sale or lease of the premises – two (2) signs pertaining to such use, sale or lease provided that the combined total area of such signs clearly visible from any point off the premises shall exceed twelve (12) square feet only under a Special Permit issued by the Special Permit Granting Authority.

In the R-VC District only, the Special Permit Granting Authority may grant a Special Permit for two (2) signs pertaining to an accessory use, where the combined total area of such signs clearly visible from any point off the premises shall not exceed twelve (12) square feet, with any single sign not to exceed eight (8) square feet in area.

8.102 In the case of a fraternity or sorority – one (1) sign identifying the group residing on the premises and not to exceed twelve (12) square feet in area.

8.103 No sign allowed under this section shall exceed four feet (4') in height above grade, except that projecting signs with a total area of three square feet or less may be up to six feet (6') in height above grade.

8.104 There shall be no front setback requirement for signs allowed on private property under this section, except that no sign shall be set closer to any public sidewalk than 30 inches (30").

Signs shall be set back from any side or rear property boundary a distance equal to or greater than their height above grade. On corner lots, no sign or portion thereof shall be located within the clear sight triangle, as defined in Section 6.27.

8.11 No billboard, nor any sign on which the principal product or service advertised is not regularly produced or available on the premises, shall be erected or maintained in any Residence District.

8.12 In the case of a fraternity or sorority - one sign identifying the group residing on the premises and not to exceed twelve square feet.

8.13 Political Signs

- 8.130 Election Signs -- Election signs shall be those signs pertaining to a candidate for election or ballot question. Such signs shall be allowed except each sign shall be erected no earlier than sixty days prior to an election and shall be removed within three days after the election. No such sign shall be located in the clear sight triangle, as defined in Section 6.27.
- 8.131 Message Signs -- Message signs shall be those signs displaying a political, religious, or other non-commercial message other than that allowed under Sections 8.10 through 8.13 and 8.104. A maximum of two such signs per property shall be allowed. Each sign shall not exceed six square feet in size. No such sign shall be located in the clear sight triangle, as defined in Section 6.27.

SECTION 8.2 BUSINESS AND INDUSTRIAL/RESEARCH PARK DISTRICTS

In all Business and Industrial/Research Park Districts, the following exterior signs are permitted:

- 8.20 Signs affixed to, suspended from, or incorporated as part of a building, provided that the total area of the sign on a wall shall not exceed 10 percent of the area of that wall.
- 8.21 A marquee over the principal entrance to a place of public assembly, subject to the provisions of Article III, Section 5 of the Town By-Law.
- 8.22 Permanent signs identifying a business or facility may be allowed on cloth or fabric structures such as awnings or upon fixed banners under the permitting procedures required under this Bylaw for the use with which they are associated, and shall conform to the provisions of this section.
- 8.23 In the outlying B-L, the COM, OP, PRP and LI Districts, the following additional signs are permitted:
- 8.230 One free standing sign, or one monument sign, for each street frontage, subject to the following standards:
- 1) For any sign located a distance equal to or greater than the required building setback in that zone:

maximum 60 square feet in size
maximum 12 feet high
 - 2) For any sign located half of the distance required for the building setback in that zone:

maximum 30 square feet
maximum 10 feet high;
 - 3) For any sign located between the property line and half the distance required for a building setback in that zone:

Monument sign only

maximum 15 square feet
maximum 6 feet high
- 8.231 For any parcel with continuous frontage of 300 feet or more, one free standing sign or one monument sign, located the distance equal to or greater than the required building setback:

maximum 80 square feet
maximum 12 feet high
- 8.232 In the PRP, OP, and LI Districts, one additional monument sign, for identification purposes, subject to the following conditions:
- 1) The sign shall include the name of the research, office, or industrial park.

- 2) The sign shall be located at the principal street entrance to the park.
 - 3) The sign shall only be allowed where the park was established through an approved subdivision plan.
 - 4) The sign shall only be allowed where there are three (3) or more separate parcels included in the approved subdivision for the park.
 - 5) The sign shall have a maximum height of 10 feet and maximum size of 60 square feet.
 - 6) The sign shall be in accordance with an approved sign plan.
- 8.24 In the B-G, B-VC, B-N Districts and B-L District adjacent to B-G and B-N, the following additional signs are permitted:
- 8.240 One free standing sign, or one monument sign, for each street frontage, subject to the following standards:
- maximum height - 10 feet
maximum size - 25 square feet
- 8.25 For any sign located on a property in a B-VC, B-N, B-L or COM district and also in a National Historic Register District or local historic district, the minimum front setback may be the same as established for business uses in the B-G District, subject to approval of the sign location and design by the permit-granting authority. The authority may approve the proposed sign(s) if it finds that:
- 8.250 The provisions of Section 8.28 have been met with regard to vehicular and pedestrian safety.
- 8.251 The proposed setbacks are consistent with the setbacks of existing signs in the vicinity and/or are consistent with historical precedent for sign locations in the vicinity.
- 8.252 The design of the proposed sign(s) is consistent with the design principles and standards in Section 3.2041, 9).
- 8.253 The sign(s) appropriately identify and reflect the character of the proposed uses of the property.
- 8.26 For properties located within a Business or Industrial/Research Park zone with a vehicular entrance to that property, located on a parcel of land not in the same ownership as the parcel of land on which the principal use is situated, the following signs are permitted:
- 8.260 One free standing or monument sign to be located at the vehicular entrance subject to the following conditions:
- 1) Maximum height - 10 feet.
 - 2) Maximum size - 30 square feet.
 - 3) Such sign shall meet the requirement of Section 8.28.
 - 4) Such sign shall be located on a parcel of land that is immediately abutting the parcel of land of the principal use which is identified by the sign.
 - 5) The sign owner shall submit to the permit granting authority proof of an easement. or other legal document that grants permission to use the subject property for a sign.
- 8.27 All free standing and monument signs shall be located within a landscaped area equal to 150% of the area of the sign.
- 8.28 No free standing or monument sign shall be located in such a manner that it will impair sight distances of pedestrians and/or vehicles at an intersection or at a vehicular or pedestrian entrance to a property.
- 8.29 All signs shall be located on the same parcel of land as the business, location, product or service identified on the sign, except as provided for in Section 8.26.

SECTION 8.3 FLOOD PRONE-CONSERVANCY DISTRICTS

In all Flood Prone-Conservancy Districts the following signs and no others are permitted:

- 8.30 Name plates of the type described in Section 8.10 herein.
- 8.31 Announcement: one or two signs not exceeding a total of twelve (12) square feet in area for the following purposes:
 - 8.310 Advertisement for the sale, rental or lease of the premises.
 - 8.311 Announcement or bulletin board for a public charitable or religious institution.
 - 8.312 Advertisement for a building contractor only while construction is occurring on the site.

SECTION 8.4 NON-CONFORMING AND TEMPORARY SIGNS

- 8.40 Signs legally existing at the time this Bylaw was adopted may continue as non-conforming uses, subject to the provisions of Article 9 hereof.

This provision shall not apply to billboards, signs and other advertising devices subject to the provisions of Sections 29 through 33, inclusive, of Chapter 93, and of Chapter 93D of the General Laws.
- 8.41 An off-site directional or identification sign may be erected and maintained in any district where the Permit Granting Board or Special Permit Granting Authority authorized to act under the applicable section of the Bylaw for the use(s) associated with the sign(s), finds that such signs will serve the public convenience, will not endanger the public safety, and will be of such size, location, and design as will not be detrimental to the neighborhood. Where an off-site directional or identification sign serves a geographic destination but not a specific land use, a Special Permit from the Zoning Board of Appeals shall be required.
- 8.42 Nothing herein shall affect provisions in existing Town By-Laws relating to temporary signs permitted by the Select Board, or posted by the Town or government, nor to the regulation by the Select Board under Article III, Section 5 of the Town By-Laws of signs which extend six inches or more into or over the limits of a public way.
- 8.43 The Building Commissioner may grant a temporary sign permit for temporary exterior signs made of cloth, fabric, vinyl, paper or other similar materials, including banners, pennants and flags, for such purposes as grand openings, going-out-of-business sales and seasonal promotions. A temporary sign permit shall not exceed 3 weeks in duration.

SECTION 8.5 MODIFICATION & WAIVERS

Any section or subsection of Article 8, Sign Regulations, may be waived or modified by the Permit Granting Board or Special Permit Granting Authority authorized to act under the applicable section of the Bylaw for compelling reasons of public convenience, public safety, aesthetics, or site design.